

Message Text

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PAGE 01 MELBOU 01606 250128Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 SSO-00 /021 W
-----042918 250142Z /15
O 250011Z AUG 77
FM AMCONSUL MELBOURNE
TO SECSTATE WASHDC IMMEDIATE 4037
USDOC WASHDC IMMEDIATE

UNCLAS MELBOURNE 1606

USDOC FOR OIM/CMM - SILLOWAY FROM CURRAN

E O 11652 N A
TAGS BEXP, AS
SUBJ: FY 1978 CCP - CONSUMER GOODS CAMPAIGN

REF STATE 202211

FOLLOWING SENT ACTION USDOC INFO CANBERRA SYDNEY FROM MELBOURNE 19 JUL 77

QTE UNCLAS MELBOURNE 1606

USDOC FOR OIM/CMM-SILLOWAY FROM CURRAN

E O 11652 N A
TAGS BEXP, AFSP, AS
SUBJ: FY 1978 CCP-CONSUMER GOODS CAMPAIGN

REF THIRD DRAFT (MAY 2, 1977) OF FY 1978 CCP

1. FOLLOWING IS POST'S FINAL SUBMISSION OF DRAFT FOR CAMPAIGN
NO 4 AS AGREED UPON AT LAST CANBERRA E/C OFFICERS CONFERENCE AND
IN CURRAN - SILLOWAY CONVERSATIONS, MELBOURNE, JUNE 20, WITH
SOME MODIFICATIONS BASED ON NEW KNOWLEDGE.

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2. CAMPAIGN NUMBER, PRIORITY BANK, TITLE, CAMPAIGN MANAGER SAME
AS IN THIRD DRAFT. OBJECTIVE AND RATIONALE PARAGRAPH: NO CHANGE FROM
DRAFT EXCEPT DELETE LAST SENTENCE.

3. CAMPAIGN ACTIONS AND CUMULATIVE MILESTONES; FOLLOWING
PARAGRAPHS NUMBERED TO CORRESPOND TO CAMPAIGN ACTION NUMBERS IN
THIRD DRAFT.

AFTER EACH ACTION, PLACE AN X IN COLUMN INDICATED BY DATE (DEC 31, MAR 31, JUN 30, SEPT 30) ACTIONS AS FOLLOWS: QUOTE

1. PROMOTE ATTENDANCE AT THE NATIONAL SPORTING GOODS ASSOCIATION SHOW HOUSTON, JANUARY 26-29, 1978 UNDER THE FOREIGN BUYERS PROGRAM.
DEC 31 (NOTE POST ACTUALLY COMMENCED ACTION IN JULY 1977)

2. PROMOTE ATTENDANCE AT THE NATIONAL HARDWARE SHOW CHICAGO, AUG 14-17, 1978 UNDER THE FOREIGN BUYERS PROGRAMME DEC 31, MAR 31, JUNE 30, SEPT 30. (NOTE: POST ACTUALLY COMMENCED ACTION IN JULY 1977)

3. PROMOTE ATTENDANCE AT THE NATIONAL HOUSEWARES EXPOSITION CHICAGO JANUARY 16-19 AND JULY 10-13 1978. (ALTHOUGH THIS IS NOT AN FBP SHOW FOR 1978 FBP STAFF WILL ASSIST IN OBTAINING INFORMATION AND PROMOTIONAL LITERATURE) DEC 31, MAR 31, JUN 30. (NOTE POST ACTUALLY COMMENCED ACTION FOR JANUARY EXPOSITION IN JULY 1977)

4. DELETE THIS ACTION AS WORDED IN DRAFT. SINCE SILLOWAY VISIT, POST HAS DETERMINED PROPOSED BOOTH WOULD BE INEFFECTIVE. SUBSTITUTE NEW ACTION NO 4 AS FOLLOWS: IF NEW ACTION NOT FEASIBLE DELETE ACTION NO 4 ENTIRELY AND RE-NUMBER REMAINING ACTIONS NOW
ITEM 4: PRESENT UP-DATED VERSION OF UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE IN MELBOURNE AND SYDNEY IN SEPTEMBER 1978.
DEC 31, MAR 31, JUN 30, SEPT 30.

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5. DELETE (POST HAS DETERMINED SINCE SILLOWAY VISIT THAT THIS ACTION WILL EXCEED AVAILABLE PERSONNEL RESOURCES). SUBSTITUTE FOLLOWING (OLD ACTION 6.): PLACE ARTICLES IN COMMERCIAL NEWSLETTER TO PROMOTE INTEREST IN AND SALE OF U.S. CONSUMER GOODS ATTENDANCE AT F B P SHOWS, AND AT OTHER U.S. CONSUMER GOODS PROMOTIONS WHICH TAKE PLACE IN AUSTRALIA. MAR 31, JUN 30, SEPT 30.

6. DISCUSS POSSIBILITIES OF AN IN-STORE PROMOTION DURING FY 79 WITH JOHN MARTINS DEPARTMENT STORE IN ADELAIDE AND/OR APPROPRIATE STORES IN BRISBANE AND PERTH, SUBJECT TO AVAILABILITY OF FUNDS FOR THE I S P PROGRAM. JUNE 30, SEPT 30.

7. SAME AS OLD ACTION 8. UNQTE

4. POSTS E/C SECTION CHIEF AND COMMERCIAL SPECIALIST
NOW ATTENDING AFTA (AUSTRALIAN FEDERATION OF TRAVEL AGENTS) CONVENTION
ARE CONVINCED THAT USG SHOULD MOUNT MAJOR PROMOTION AS PART OF OFFICIAL PROGRAM OF 1978 AFTA CONVENTION IN ADELAIDE, SOUTH AUSTRALIA.

THEY WILL SUBMIT RECOMMENDATIONS TO COMMERCE (U S T S) AS SOON AS

POSSIBLE. AS ADELAIDE IS IN MELBOURNE CONSULAR DISTRICT, POST
WOULD DEVOTE CONSIDERABLE E/C RESOURCES TO THIS EFFORT, WHICH
SHOULD BE TAKEN INTO ACCOUNT IN FY 1978 CCP PLANNING. ALSO PLEASE
KEEP IN MIND THAT SECTION CHIEF WILL BE ON HOME LEAVE DECEMBER 1977 -
JANUARY 1978.
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BRAND

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